

Rafael Piloto

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About Me



I have a BSc in Marketing Management and I'm a digital marketing intern at Impacting Digital. I'm fluent on 2 languages, Portuguese and English. My main interest related to marketing is digital marketing.

I'm very proactive, hardworking and committed. I also have lots of projects in my mind which I like to develop when I have some free time.

My professional goal is to follow a digital marketing career in the automotive or technology areas. However, I'm always open to new challenges and I know I can create value in different areas. Besides that, I have a passion to create, I frequently have new ideas and projects that maybe one day will be successful.



Personal

Name	Rafael Sebastião Ribeiro Piloto
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Education

BS Marketing Management IPAM Porto	2014-2017
SEO Training 2017 Udemy	July 2017
Google AdWords Certification Google Partners	February 2016
Digital Marketing Formation ANJE	February 2015
FCE, Council of Europe Level B2, Awarded Grade B, Cambridge English Bristish Council	July 2014
Young Business Talents - Simulador Empresarial Semifinal	2013-2014
Intensive English WSI - Wall Street Institute	2009-2013



Employment

Current

Impacting Digital - Digital Marketing Intern Mar 2017- Present

I'm a digital marketing intern at Impacting Digital, a company from Impacting Group based on UPTEC.

Freelancer Jun 2015- Present

Mainly, I manage SEO and PPC campaigns, along with web design (HTML, CSS and WordPress) and social media marketing.

Previous

Collaborator BASE IPAM Jan 2016- Jun 2017

I integrate an elite student and professor's community that develop marketing projects for companies.

Summer Internship Follow Inspiration Jul 2016 - Ago 2016

Startup based in Matosinhos that is developing wiiGO, an autonomous and self-driven shopping cart. I worked with the CMO in tasks related to market research, internal communications and external communications.



Skills

- SEO & SEM
- Google AdWords
- Web Content
- Email Marketing
- Marketing Automation
- WordPress
- HTML
- CSS



My Projects

“Investe Mais”

“Investe Mais” it's an online platform that connects entrepreneurs to investors. It's almost up and it's not based on any CMS.

<http://www.investemais.pt>

“Crónicas da Bola”

Publisher website based on Portuguese football and Kodi with over 20.000 sessions per month and generating revenue with AdSense and affiliate networks.

<https://www.cronicasdabola.pt>

“BBallMaster”

BBallMaster it's a publisher website that distributes information about Technology, Startups, Gadgets and Basketball. I've sold it after one and a half year of work. so that I could invest more time in other projects.

<https://www.bballmaster.com>



Volunteering

Social Responsibility Day

The Social Responsibility Day promoted by Laureate International Universities in Portugal, is part of a global commitment of the Laureate Group in creating positive impact on society, encouraging the involvement of its various institutions around the world with solving real problems of local communities.

Cleaning, firewood collection and recovery of a green tour that ends at the beach of S. Pedro de Moel, were some of the actions included.



Other Projects

Web Design & Development – BASE IPAM

Development and content management of BASE IPAM's website.

<http://base-ipam.com/>

Web Design & Development – Jose Sá

Development of a website for a football player from one of the three major football clubs in Portugal.

<http://jose-sa.com/>

Design - Userfusion

Use of Canva platform to design 8 designs. At the end were delivered 4 images to social networks, an A4 brochure, a sample presentation and a template for business proposals.

Facebook Ads - Albulian Consultants

Setup of an advertising campaign on Facebook to a customer of Egypt. The campaign was launched and successfully met the client's objectives.

Web Design & Development - Clinica do Coreto

Development of a new website for Clinica do Coreto. The website is built on Wordpress and its fully responsive.

<http://cliniadocoreto.pt/>

Web Design & Development - Clinica das Eiras

Development of a new website for Clinica das Eiras. The website is built on Wordpress and its fully responsive.

<http://cliniadaseiras.pt/>

Layout update & Copywriting – Dr. Smart

Changes in the layout of mobile phone models and creation of some articles to the blog section.

<http://www.drsmart.pt/>

Web Design & Development – Portaló Restaurant

Development of a new website for Restaurant Barbecue Portaló located in Leca da Palmeira.

<http://portalo.pt/>

Web Design & Development - Slow Food Porto

Development of a new website for the community "Slow Food Porto"

<http://slowfoodoporto.com/>

Web Design & Development – NY Sliders

NY Sliders website development along with colleagues from BASE IPAM team that developed the marketing and activation of brand strategy.

<http://ny sliders.pt/>